



# Create a Mission Statement

This exercise will help your team come up with a mission that matters. As a group, you're going to write a mission statement for your Main Street organization that incorporates the Big Ideas identified in your "starter brainstorm". On the flipside, write 3-5 strategic goals that support the mission.

**Your mission statement** is a way of summing up purpose of your nonprofit to the outside world. All mission statements have these three elements: Cause, Action and Impact, e.g. We're a nonprofit organization bringing clean, safe drinking water to people in developing countries. Explanation – **Who/Cause:** people in developing countries; **Action:** bringing clean, safe drinking water; and **Result:** clean safe drinking water.

Nonprofit Name:	
<b>Our Cause</b> <b>Who? What? Where?</b> -What matters? Who is important?	
<b>Our Actions</b> <b>What we do</b> -What are you doing?	
<b>Our Impact</b> <b>Outcomes for the better</b> -What change can you see?	
Draft Mission Statement	

**Here are 5 things to remind your group:**

**Don't worry about word choice.** This is the easiest part to nitpick and the least important for your final statement!

**Keep it short.** Many of the best mission statements have fewer than 10 words.

**Keep it simple.** Too many nonprofits have, long flowery mission statements that sound overworked.

**Say it out loud.** Does it sound awkward? Memorable? Catchy? Human?

**The disagreement test:** If no one would disagree with your statement then your statement is too generic (things like "make the world better" or "act with integrity"). Don't hide behind clichés!



# Create Strategic Goals

**Identifying more specific goals** helps break down your broad mission into individual elements, which you can then pursue with even more specific planning. After a nonprofit has a mission statement, it creates goals to help stakeholders know how the organization’s mission will be accomplished.

When writing your organizational goals, it helps to use “action” words such as create, develop, expand, increase, offer, promote, provide, serve, and strengthen. If, for instance, a nonprofit has the mission of promoting preservation of local historic buildings, it might develop the goals like “educate the public about historic preservation incentives” or “award funding for activities that demonstrate the economic impacts of historic building rehabilitation”.

What does your organization hope to accomplish? Write 3-5 strategic goals that support the mission.
1.
2.
3.
4.
5.